



# **The Seven Guaranteed Steps to Spiritual, Family and Financial Success**

**By Rev. Jesse Lee Peterson**



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# Foreword

Most of the “success” books, CDs, and seminars available on the market today begin with the premise that we all know what success is. The unique thing about this book is that it doesn’t make that assumption.

It is assumed that striving for what we believe to be success is the answer for our unhappiness, when in reality it is often the cause. Therefore the first, and most important aim of this book is to engage the reader to ponder what true success actually is.

We are all strivers, and it is good that we strive. Yet if we strive for the wrong things, or with the wrong priorities, we are at best wasting our time, and at worst wasting our lives. This is why it is so important that we examine what it is we are actually striving for.

The beautiful thing about the book you have in your hands is its simplicity. Do not be deceived by its lack of “weight.” It is more than compensated for by the weight of its timeless value.

The Seven Guaranteed Steps to Spiritual, Family, and Financial Success is one book that actually lives up to its title. If you will but read its contents with an open mind and heart, I believe you will understand that the principles espoused on these pages are guaranteed to work in your life.

I have known Rev. Jesse Lee Peterson for seventeen years. He has been a mentor, working associate, and close friend. I can honestly say that my spiritual, family, and business lives have been radically and positively changed by my association with him, and my adherence to the principles he promotes. The principles Jesse writes about in these pages are real, and true. He successfully lives them every day of his life. Anyone who comes in contact with Jesse for any length of time can testify to that.

But this gem of a book is really not about Jesse, it’s about you. When you ponder, and begin to understand the freeing message in these pages, you will shout with joy, and you’ll be ready to start your own journey of true success. ■□

I wish you a happy journey.

Patrick Rooney  
Chief of Staff  
BOND  
Los Angeles, California

Pray without ceasing: It is very important that we pray and in prayer God will establish our way. “Seek first the Kingdom of God” and all things will be added. There is a Spiritual Law that has been set before us. If it is obeyed, one cannot fail. Take first things first. Just as the Universe runs in order, so must we do the same.

Most people do not realize that when we pray, material things are subject to us. When we pray, there is no need to ask for things, God already knows our needs. He said that when we pray, go into our prayer closet and “be still and know him,” know that He is God—we are not.

Most people pray asking for money, more clients, more things, more this, and more that. They ask amiss—it’s all vain prayer, all selfish. We are to seek God in all that we do. People believe they can do it on their own; they believe that they are God.

### **When we pray, there is no need to ask for things, God already knows our needs.**

Our lives must come to order, and in honest prayer, order will come. Order produces order just as disorder produces disorder. Without order “success” may come, but it will come with a price. And that price is stress, sickness, disease, and early death.

So when you pray, go into your prayer closet, stop talking and allow your consciousness (the truth) to catch up with you. That truth will show you the window of opportunities. Make sure you have quiet time before you start your day and at the end of each day. You will see and have what you need when you need it. There is no need to worry. ■

Be anxious for nothing. Don't be in a hurry. Most people live in their imagination. They feel as though they've got to have it now, and if they don't have it right away they are a failure. They are unwilling to grow into success.

Everything we do is a growing process. Just as a child grows into adulthood, so it is with success. We need to grow into it because that allows us to learn about ourselves.

Prior to starting BOND, I ran a successful janitorial service for seven years. When I first started my business I had no idea that I knew the things that I did. I discovered that I knew what to do when I needed to do it, or if I didn't have the answer I would know where to get the information.

I noticed that I suddenly had the power to endure, meaning that I did without things I never thought I could do without, such as fine clothes and fancy restaurants. I became willing to endure the lack of self-gratification for the discovery of myself and the success of my business.

### **I became willing to endure the lack of self-gratification for the discovery of myself and the success of my business.**

Don't compare yourself to anyone else. I learned quite early in business not to compare myself to others, not only in work, but also in any area of life. When you look at what another person is doing, it may appear that they are becoming successful faster than you, or that things are going just a little easier for them.

Keeping your eyes on another will cause you to stray from your course and take on another man or woman's course. When you step onto another person's course, you may find that they are lying, cheating, or stealing—selling their character down the drain just to attain success or more accurately what they feel is success.

Learn to move at your own pace. You may seem to always be just a step behind, but what you will find is that you are always on time. I found this to

be true in my janitorial service, as well as in starting and running BOND.

People have always told me what they thought I should be doing or how they thought I should be doing it. They said I wasn't moving fast enough, or that I was moving too fast.

**Learn to move at your own pace. You may seem to always be just a step behind, but what you will find is that you are always on time.**

At first there was a temptation to go this way or that way. Finally I realized that I had to go at my own pace, taking the information that was good and using it, and throwing the rest out.

I ended up selling my janitorial service for considerable money, and started BOND from scratch. Now BOND is a thriving, nationally respected organization.

I am willing to endure because of the inner growth and self-discovery that happens in the process. After you have patiently endured you will obtain the promise. ■□

Examine yourself. See what you have before starting a business. It doesn't take as much as you think. It doesn't take as much money as you think. You may not be able to begin your business in the field that you want to. But if you start with what you know and what you have, you will soon find that one thing leads to another, and soon you will have the business that you desire.

Many years ago, I worked as a medical transcriber for a seven-year period. I had always wanted to work for myself, but I had been told that it took big money to start a business; and that being black, the banks weren't going to loan me any money. Therefore I decided to start something with what I had.

I looked around and discovered that it didn't take much money to start a janitorial service. I figured that I could clean well enough to satisfy other people. First, I talked to a friend of mine who had owned a janitorial service for some time. He gave me some tips on cleaning. I then took my paycheck from the medical transcription job and made up some flyers that stated the name of my company, phone number, and my motto, "A Small Company That Does A Big Job."

### **Once I completed the job I got the rest of my money, saved some, and reinvested the rest into the company.**

I started cleaning just home carpets first. It seemed at the time the easiest thing to do with little or no experience. I went out on the weekends and after work at night and placed my flyers on cars in parking lots.

Soon a woman called and asked for a free estimate. I drove over and provided her with one, and she decided to have me clean her carpet. I asked for a deposit to assure the job (so that she would not change her mind). I took that deposit and rented my working equipment, as I had none of my own. Once I completed the job I got the rest of my money, saved some, and reinvested the rest into the company. I would repeat the same process over and over again.

There were times when someone would ask me to clean his or her house or empty apartment. That meant cleaning the stove, refrigerator, windows, etc., which meant more money for me. Within a six-month period, I owned my own steam cleaner, as I paid \$1,000 for a used one.

By this time I was discovering so much about myself that I had not realized before. I gained the courage to speak up, and the hard work made me feel better about myself. I was talking to white people in a way I had never done before. I discovered that there were some good and honest ones, just as there were some bad and dishonest ones.

I also discovered that people had more respect for me as a business owner. I received invitations to meetings and functions that I had never been invited to before. My mail was even beginning to change. Investors, bankers, the Small Business Administration, and others were writing to me.

After a while, I decided that I wanted to make more money. In order to do that, I needed to expand my business by going into the commercial market. I decided to go for it, but had no idea how to write a commercial contract, how to bid, or what to charge.

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Once again, I asked a few questions about commercial work, and went to my first potential client. I met the building manager, who happened to be looking for a new janitorial service. I was honest with him, telling him I had been cleaning home and apartment carpets for about a year. I told him I was a hard worker, and that I would do my best to make him happy with my work. I had some testimonial letters from some of the people whose carpets I had cleaned, and invited him to call these people and ask about my work.

The manager gave me a copy of a contract from the company he was discontinuing, and told me to use it as a guide to writing my own bid. He also gave me an idea of what I should bid on that particular job. I got the job, and from there I built a successful janitorial service.

I had still been working my day job, while working my business nights and weekends. But after that first commercial contract, I was able to let go of

my day job. After a time, I had to hire some workers, because I found myself having to do too many things.

My friends would sometimes ask me, “Why are you doing janitorial work, why don’t you start a word processing company?” They felt I had lowered myself by doing that kind of work. It didn’t matter to me because I knew what was happening inside myself and I knew they didn’t know that.

I didn’t care what others thought of me, and I was grateful to have my own company. Whenever anyone asked what kind of work I did, I would happily say I had a janitorial service, which I’d started using the same principles I used to start the carpet cleaning business.

### **I didn’t care what others thought of me, and I was grateful to have my own company.**

I continued to hear negative remarks from people who thought they were giving me good advice. People told me that I would not make it. They said the “Mexicans” would outbid me, that there were too many of them in the carpet- cleaning field, and that the white man would not give me his business. I did not pay attention, and seven years later I had eight people working for me, which freed me to focus on other aspects of my business.

Acting on a strong desire to help black men build their character the way that I was learning to build my own, I soon started BOND, the Brotherhood Organization of a New Destiny. I applied the same principles I had learned in my carpet cleaning business to forming the organization. Before long, I had to sell my janitorial business because I no longer had the proper amount of time to devote to it.

Many years later, I’m an author, radio/TV talk show host, public speaker, counselor, and columnist. I am written about in major newspapers and magazines. I have been on radio and television shows around the world. Before starting my own businessI didn’t know I had all that in me. I believe there is much, much more to come. One thing leads to another... ■

Notice I didn't say "hard work." Hard work means giving your life to your work, forgetting to "Be Still and Know God," forgetting your family, and stressing yourself out. Your work can become your savior. It need not be that way. It is good and important to work, and at times to put a lot into your work. But we must remember, that in everything we do, we must do it in moderation.

There is nothing like working for yourself. You discover things about yourself that you will never discover working for someone else. You find that you know things that you couldn't have imagined you knew.

If you are working in moderation, you are always seeing the next step to take. I have often heard people say that someone needs a five, ten, or even fifteen-year plan before and after starting a business. This is not so.

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Yes, you do need a plan, but not in the way people tell you. It is a good idea to plan your next day's calendar, who you are going to meet with, the next section to add to the house, new ideas for advertising, review old or new contracts, etc. But to do a five or ten-year plan will only destroy you. How can you know what will happen in ten years? You may even meet that ten-year goal, but you will not be able to enjoy it.

Your attitude is very important; it can make or break you. Whatever business you are in, whether it is the kind of business you want for now or not, you must learn to be appreciative of what you have. Be grateful that you have your own business. That will free you up to work with joy, and more will be added unto you. It will allow you to see your opportunities. Those opportunities will allow you to move into what you need.

Love work, it builds character. Take a day's rest, it is very important. Resting allows you to rebuild yourself. It is a time for self-reflection, a time to spend with the family.

Family is the foundation of life, everything begins there. Always take time for your children. I have one son of my own, and seven kids that I have taken on as my own. There is not a day when several of them don't need my attention. It would be selfish of me to put my life into my work and deny my family. Children feel left out or empty when their father or mother avoids them. They are looking to parents for guidance.

Sometimes my children need me when I am in the middle of a meeting or right at a time when I am the busiest, but I always stop and recognize what they need. If I can't solve the problem at that time I will tell them I will get back to them. Children appreciate the fact that I put them before anything else, even their mother or myself. Children need a father's love. Put the proper amount of time into work, take at least one day off for quiet time, and spend time with your family if you have one. ■□

Most people have money in hand to start a business or pay bills or do other things with, but because of their attachment to things, they are not able to see the money they have to work with.

There are things you own right now that are too important to you, that are worth a good deal of money. Cars, clothes, jewelry, books, home entertainment systems, and other things may be lying around your home. Because of your attachment to these things, you get a sense of identity from them. Worldly possessions are not spiritual. You will never find total happiness with them so be willing to let them go.

**Because of your attachment to these things, you get a sense of identity from them.**

Look around your house, in your closet, or in your garage, and see what you don't need. Sell these things, keep the money, and start a business or put the money into your business. If someone wants to buy your car, sell it to him or her at a price you can profit from, buy another car for a lesser value, and put the rest of the money into your business.

Be willing to let go of things and you will always have things. With that kind of attitude, things will become subject to you. You will be shocked to see the amount of money you have at hand that you can use to work with. ■

Always be honest with your customers. In our society today, honesty is the least expected characteristic in a person and business. Most people believe that if they were to be honest with their customers, they would not make the sale or get that client.

Always try to meet your customers' needs. Develop a mailing list, put on sales, and notify your best customers first of the possibility of a private sale before opening it up to the public. Whenever possible give discounts or half-off sale prices to your most faithful customers. Always update and improve your old products. Provide a suggestion or comment card, so that your customers can give you positive or negative feedback. Most of the time the negative feedback is more valuable. Often it can lead to improved products.

Give away products free at times—a ten-dollar free product can bring in a thousand dollars in increased sales. People love to feel they are getting something for free. If you do not have a product available, be honest about it. You can say, "I don't have it, but I will try to get it," or, "I will get the information you need." This shows you care about your customers.

See your business as a service for your customers and not for you. If you should realize that your business is a service for others, it will cause you to always think of your customers. This attitude will cause you to provide the best services that a company can give and in return you will gain wealth.

Sign your own checks. You will be shocked at the number of companies that are getting ripped off by employees who sign their checks. It is too much of a temptation for some people to have to deal with, especially in our society today where most people lack self-control. ■

Give and it shall be given to you. This is a principle, a law. You cannot fail with this law. Most people think that they need to get all they can get and keep it; otherwise, they won't have enough. They don't understand the law that what you put out comes back to you.

There is a particular kind of attitude that comes with this principle. You must give expecting nothing in return; otherwise your giving is selfish. You must give without notifying the world that you have given; otherwise you have already received your reward.

I have gone to places where, when it is time to give, the givers make a big production out of it. They hold their giving up in the air, sing over it, and let everybody see it so they can feel good about it. They end up not getting back anything in return. This is called vain or prideful giving, and it goes on much too often, particularly in many churches.

**There is a particular kind of attitude that comes with this principle. You must give expecting nothing in return; otherwise your giving is selfish. You must give without notifying the world that you have given; otherwise you have already received your reward.**

When you give, do it in silence or in private, and you will be rewarded openly. It doesn't always have to be money. You can take a young person who is willing to learn and teach him a trade. You can volunteer your time to some organization whose principles you agree with. In your business you can give away something to your best customers.

Look around and see what you can do in the area of giving, and do it without hurting the person or persons you are giving to. Sometimes it's not good to give because it might do more harm than good. Remember to have quiet prayer time each day, always be patient, begin with what you know, work with moderation, don't be attached to worldly possessions, be honest, give whenever you can, have a good attitude, and you cannot fail. ■

**Sometimes it's not good to give because it might do more harm than good.**

# Testimonials

“Rev. Jesse Lee Peterson has created an easy, practical, step-by-step manual that encourages, empowers and creates excellence with all your relationships. A copy of this manual should be in every home in America. Following its simple directions will surely guarantee the success we’re all seeking.”

– Delores Allmond - Founder, Ms. Dee’s Tutoring Company

“This book is a compact version of the Golden Rule of life. It’s a heartfelt account of the rewards of a life of proper order. When you live a life of order, all those close to you will reap the spiritual and material benefits of life.”

– Forrest Stewart - Professional Tennis Coach

“Where I once was blind, Rev. Jesse Lee Peterson’s message has removed the scales from my eyes by providing me with good, strong principles to apply to my daily life. I continually use the tools that Jesse has imparted to me with my staff and parents at my child care center.”

– Australia Johnson-Swift - Director, Little Thinkers Preschool

“Although timeless, Rev. Jesse Lee Peterson’s ‘success’ concepts are tailor-made for the pains and struggles of the modern man, and the challenges he encounters in doing business by being in this world but not of it...”

– Kent Seton Esq. - CEO, Seton & Associates

“The success principles that Rev. Jesse Lee Peterson discusses in this book are not available anywhere. Jesse and his organization are an oasis—they have improved my family and business life one hundred percent!”

– John Santner - President, Cal-Pacific Business Machines

“Most of the success seminars we’ve attended gave us a lot of motivational, positive thinking psycho-babble. Rev. Peterson cuts through all that and demonstrates universal principles of success we can apply to our life immediately.”

– Brian and Judy Misuraca - Mira Loma, CA

“Without the seven steps Jesse speaks on, ‘success’ can lead you to total devastation. I recommend this information to everyone, both ‘successful’ and those who are simply looking for a better way.”

– Tanisha Curtis - Jacob, Christopher and Lee, Realty and Investments

“Sometimes we look for ‘big’ things to call success, but reading Rev. Jesse Lee Peterson’s The Seven Guaranteed Steps to Spiritual, Family, and Financial Success lets you know that the success we really seek is in the ‘small’ things.”

– Wayne and Rhonda Cox - CAM Financial

Rev. Jesse Lee Peterson is a successful entrepreneur, author, columnist, speaker, counselor and radio/TV talk show host. He is the founder and president of the nationally recognized nonprofit organization BOND, the Brotherhood Organization of a New Destiny, whose purpose is “Rebuilding the Family by Rebuilding the Man.” For more information, go to [rebuildingtheman.com](http://rebuildingtheman.com) or call (800) 411-BOND (2663). ■

Rev. Jesse Lee Peterson is the founder and president of the nationally recognized nonprofit organization BOND, the Brotherhood Organization of a New Destiny, whose purpose is “Rebuilding the Family by Rebuilding the Man.” Rev. Peterson is the author of “From Rage to Responsibility” (Paragon House) and “SCAM: How the Black Leadership Exploits Black America” (Nelson Current). He is also a popular talk radio and television host, columnist, counselor, highly sought-after speaker, and successful entrepreneur.

Rev. Peterson has appeared on major TV networks such as Fox, CNN, BET, and MSNBC, and has been written about in top newspapers such as the Washington Post, Washington Times, and Los Angeles Times. His unflappable, can-do attitude and absolute commitment to truth are the perfect medicine for a value-challenged society.

Rev. Peterson founded BOND in Los Angeles in 1990. Since that time, BOND has helped men and women regain control of their lives, by teaching the importance of honesty, helping others through patience, and self-reliance.

Character is the most important word in Rev. Peterson’s vocabulary. Born on a plantation in Midway, Alabama, Rev. Jesse Lee Peterson is this generation’s Booker T. Washington. Jesse practices what he preaches, operating the BOND Home for Boys, after school character building program, entrepreneur program, and many other programs and activities that benefit men and their families. His organization is a prototype for a bold new approach to solving our ever-increasing urban crisis. ■

# About Rev. Peterson's Organization

In February 1990, Rev. Jesse Lee Peterson started the nationally recognized 501(c)(3) nonprofit organization BOND, the Brotherhood Organization of a New Destiny, whose purpose is “Rebuilding the Family by Rebuilding the Man,” to help guide men and their families back to character, responsibility, and achievement.

BOND holds regularly-scheduled meetings and Sunday Services, runs entrepreneur, mentor, fatherhood, financial literacy, inmate rehabilitation, and after school character building programs; hosts ongoing workshops, and offers individual and family counseling, both in-person and via phone.

The organization provides speakers for organizations, conferences, universities, churches and prisons. BOND publicizes its message through regular church services (streamed live online), monthly men’s forums and other open-forum meetings and town halls, its website ([rebuildingtheman.com](http://rebuildingtheman.com)), radio and television programs.

BOND is headquartered in Los Angeles, California. Private donations are absolutely indispensable to its success. BOND has never asked for or received government funding, as its independence is paramount. Contributions to the organization are tax-deductible to the amount allowable by law.

# HELP BOND TODAY.

Get involved with BOND's exciting and important work rebuilding our nation's families, and helping individuals find true success. Help us help others by donating.

Visit the BOND website: [\*\*RebuildingtheMan.com\*\*](http://RebuildingtheMan.com) and click the donate button.

Donate by phone with credit or debit card. **1-800-411-BOND (2663)**

Mail check or money order: **BOND, PO Box 35090, Los Angeles, CA 90035**

Thank you for your support!

*Jesse Lee Peterson*

# Discover the Missing Key to Success

*Is resentment, anger, fear, or a lack of focus holding back your true potential?*

**Rev. Jesse Lee Peterson's break-through quiet prayer instructions can help you find the answer you've been seeking.**

The most important step in The Seven Guaranteed Steps to Spiritual, Family, and Financial Success is to spend quiet time every morning and evening with our Creator.

The world was created from stillness, and everything in life is created from this stillness.

It is critical to our spiritual, emotional, and physical health that we find this original point of creation. Everything that we are seeking is here—peace, contentment, and the answers to our daily questions about life—in other words, true success.

## **Do you seek real success?**

It starts with a journey of discovery back to your true self.

Rev. Jesse Lee Peterson offers disarmingly simple yet powerful instructions on prayer to help your journey to find the peace and contentment you have long been seeking. The "Silent Prayer" instructions are available online via [RebuildingtheMan.com/church](http://RebuildingtheMan.com/church).

To support Jesse's nonprofit, BOND, call us at 1.800.411.BOND, to donate with MasterCard or Visa. Or send a check or money order to

BOND, P.O. Box 35090, Los Angeles, CA 90035

[Also read Jesse's latest book: The Antidote: Healing America from the Poison of Hate, Blame and Victimhood](#)

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